Read Vestkusten for all the news about Sweden Day at Treasure Island, August 5th

For 54 years Vestkusten has been publishing the important news about Swedish and Swedish-American activities everywhere, --- particularly here in northern California. Give us a lift and help us continue this work by sending us \$2.50 for a year's subscription. Alex. Olsson, 253 Church Street, San Francisco.

Spend Your Summer Vacation and Weekends at

SVEADAL

Tennis—Swimming—Dancing

TENNIS TOURNAMENTS FOR TROPHIES, JULY 4TH MR. and MRS. E. HELLMAN, Mgrs.

ROUTE 1, MORGAN HILL

45 Annual Midsummer Day Celebration

Saturday, June 24,1939, at Neptune Beach, Alameda

Given under auspices of the

Swedish American Patriotic League

Literary and Musical Program, Parade, Etc. in the Stadium 1:30 o'clock

JOHNSON LINE



Rederiaktiebolaget Nordstjärnan, Stockholm

Regular Freight and Passenger Service by modern motor vessels between

WEST COAST OF THE U.S.A. AND SWEDEN

via Panama and vice versa

W. R. Grace & Co., 2 Pine Street, San Francisco, Calif. General Agents, Pacific Coast

STROM & SMITH

ELECTRICAL CONTRACTORS and LIGHTING FIXTURE MFG.

Phone MIssion 8750 — 1077 Valencia Street

PICETTI BROS.

FLORISTS

FLOWERS FOR ALL OCCASIONS
Funeral Designs Our Specialty
2101 MARKET STREET
At Church Near 14th St

At Church, Near 14th St. Phone HEmlock 2241

Compliments

of

Aron Swanson

CAFE DU NORD

det svenska kafeet i Svenska hallbyggnaden, 2170 Market St., San Francisco

serverar bästa slags öl, viner, vid bar eller småbord. Kronbrännvin, Akvavit, Svensk Punsch, Svensk pressylta. Sillfrukost serveras söndagar 9 f. m. till 2 e. m.

VÄLKOMNA! Ström & Nicholson, ägare Telefon MArket 9319

Demand the Bread with the "Blond Boy" And surely you will that enjoy!



At all stores and Bread Wagons ANDERSON & MEYER.

A. & J. GROCERY

Groceries, fruit, vegetables. Swedish Specialties, Beer and Wine

FRANK E. ARTHUR, OWNER Formerly with August Johnson

2680 - 22nd Street at York Street Tel. Mission 4909—Free Delivery

PAST PRESIDENTS

San Francisco: Alex. Olsson, D. Molander, Harry Mentzer, Emil Högberg, F. O. Sjögren, Dr. A. O. Lindström, Geo. Moren, Adrian Peterson, B. Anderson, Anton Carlson, S. H. Svenson, N. A. Hanson, Albin Westermark, Erik Ström, Albin Samuelson, Karl Yngve, Axel V. Johnson, Gust. A. Nordstrom, John M. Jacobson, N. O. Nelson, Walter J. Matson, Nils E. Johnsson, Arvid Söderman

Oakland: A. W. Gustafson, N. G. Lindgren, Ed. C. Johnson, Mrs. A. L. Anderson, Chas. Blom, Hartwig Swanson, O. R. Seeborg, Leonard Peterson, A. B. Celander, Ed. Bergstrom, Gustav Soonson, K. E. Hanson, C. E. Arvidson, Carl O. Nordstrom, Emil Person, J. V. Arnell, E. W. Gustafson, W. Holm, P. T. Erickson.

LINDE'S MARKET

2200-15th Street, Hörnet av Noe St.

ENDA SVENSKA KÖTTAFFÄR i San r'rancisco, tillhandahåller endast förstklassiga varor: Svensk Fläskkorv, Prässylta, Kalvsylta, Importerade Delikatesser. Ansjovis, Gaffelbitar, Sardiner, Caviar, Lingon, Röda Sagogryn, Knäckebröd, Kryddiimpor UNderhill 5912.— E. & G. Bokelund, ägare.

"Your Credit is good if you are good".

J. H. WILEY

The Furniture Man

2080-98 MARKET STREET At 14th and Church Streets San Francisco

Phone UNderhill 5102

Swedish Relief Society

meets the first Monday of each month at Swedish American Hall, 2174 Market St., San Francisco. Dues \$3.00 per year. Refreshments and Cards after every meeting.

New Members are always welcome! All Money Collected Goes To Charity.

MIDSUMMER QUEEN

MISS CLARA ELEANOR NELSON

"COLUMBIA"

MISS ALICE ESTER SEEBOHM

"SVEA"

MISS BERNICE ELIZABETH NELSON

MAIDS OF HONOR

Ellen Björk
Marian Carlberg
Barbara Dempsey
Madeline Erickson
Alice Erikson
Charlotte Forsberg
Marian Gerz
Betty Johnson
Elizabeth Johnson

Valerie Lumberg
erg Vera Nelson
sey Dorothy Nortier
kson Charlotte Richardson
Alice Soonson
sberg Jean Stohl
Jane Svenson
Irene Thor
nson Emily Wilson
Lilly Wulff

Flower Girls:

Marilyn Field, Ramona Kuhnle, Viola Nelson Crown Bearer: William Robert Reed

The Swedish Ladies Society

OF SAN FRANCISCO 2174 Market Street

Invites Women of Swedish Birth or Extraction into Membership

Meetings every 2nd and 4th Thursday
LIBERAL SICK BENEFIT

THE SWEDISH SOCIETY OF SAN FRANCISCO

Meets in its own Hall Building 2174 MARKET STREET every 2nd and 4th Thursday

The Oldest Swedish Sick Benefit Society on The Coast

Free Club Room and Library Initiation Fee \$5.00 Social Membership now available

Halls and Banquet Rooms to rent See superintendent on premises HEmlock 9210

Gott kamratskap

är ett av livets största goda, och gott kamratskap skall Ni finna i riklig mån om Ni ansluter Er till logen Fylgia och regelbundet besöker dess möten. Men mer än så: Ni finner också i denna loge ett stöd i sjukdom och andra svårigheter.

Logen Fylgia, den största svenska förening i San Francisco och omnejd som uteslutande begagnar svenska språket på sina möten, är allmänt känd för sin frikostighet. Vid sjukdomsfall betalar logen \$8.00 i veckan, för en månadsavgift av sjuttiofem cents. Sålunda utbetalades under förlidet år \$2,398.50 sjukhjälp. Dessutom betalas \$100.00 i begravningshjälp utan extra uttaxering.

Anslut Er till vår loge, som alltid söker befrämja och stärka sambandet mellan svenskarna i San Francisco.

Möten hållas varje tisdag kl. 8 e. m. i Svenska Byggnaden, 2174 Market st. Den engelsktalande gruppen möter den 2:dra tisdagen i varje månad och alla medlemmar äro välkomna till dess möten. För vidare upplysningar hänvänd Eder till logens tjänstemän eller medlemmar.

Logen Fylgia, Nr 119 V. O. A.

SIDNEY JOHNSON, Ordförande. ERNEST ERICKSON, Sekreterare.

För Edert eget och Edra Närmastes Bästa!

Ingå som medlem i Logen nr 149 Tegnér, V. O. A. Sjukhjälpen i klass A är \$10 i veckan för en månadsavgift av \$1. Sjukhjälp i klass B \$5 i veckan för en månadsavgift av 60c. Begravningshjälpen är \$100 utan extra avgift.

Affärsmöten 1:sta och 3:dje Onsdagen, kl. 8 e.m. Tegnér Junior möter 4:de Onsdagen kl. 8 e.m., varje månad i Jenny Lind Hall, 2229 Telegraph Ave., Oakland, Calif.

Inlämna Eder ansökan med någon medlem av Logen Tegnér. Vänta ej tills det är för sent!

ROBERT HERMANSON, Ordförande. OLGA J. SOONSON, Sekreterare.

Stanley H. Mentzer, M. D. Läkare och Kirura

Kontorstimmar 1 till 4.30 e.m.
450 Sutter Street. Tel. Sutter 2811
Res. Tel. RAndolph 4264

Kontorstimmar: 9—5. Tel. DOuglas 6697 Bostadstelefon BAyview 0873

GOTTFRID BERGSTROM

SVENSK TANDLÄKARE

Western States Life Bldg., 6th och Market Streets, Rum 508

DR. JOHN E. PAULSON PHYSICIAN AND SURGEON

(Läkare för Svenska Damsällskapet, Stjärnan av Finland, Runebergorden) Timmar. 2—4 och 7—8. Söndagar enligt överenskommelse

3402—26th Street, hörnet av Mission Tel. VAlencia 1235; Emergency WEst 1400 Residence ELkridge 2828

Dr. Carl E. Widing

135 Stockton St., San Francisco Tel. SUtter 3777

Practice Limited to Extraction of Teeth and Dental X-rays

Local Anesthetic or Gas given.

Program

Chairman of the Day MR. CHAS. STABERG President S. A. P. L., Oakland

Vice Chairman
MR. HERMAN AHLGREN
President S. A. P. L., San Francisco

Marshal of Parade and
Master of Ceremonies
MR. MARTIN NELSON
Vice President S. A. P. L., San Francisco

Assistant Marshals of Parade
MR. IVAR MENTON MR. A. KILSTROM
Vice Presidents S. A. P. L., Oakland

Medley of Swedish Folk Tunes
Al Johnson's Orchestra

Parade to Grand Stand

Marshal, Flag Bearers of Fylgia Drill Team, Officers, Accordion Players, Vasa Folk Dancers, Jenny Lind Choral, Children from Vasa Lodges, Swedish Ladies Society Drill Team, Maids of Honor, Midsummer Queen, "Columbia" and "Svea", Svea Glee Club and Swedish Singing Society.

Flag Salute to the Queen

Members of Fylgia Drill Team

Raising of the Flag on the Maypole "Du gamla, du fria".

Orchestra, Singers and Audience

You Are Invited To Meet The Swedish People From The Entire Pacific Coast At Treasure Island On

SWEDEN DAY AUG. 5, 1939

the biggest Swedish American Event ever held in the Western States — Parades — Concert with over 200 male voices and Historic Pageant beginning at 2:30 o'clock in the Coliseum on East side of Island. — Banquet and Ball. Many colorful preliminary events starting Thursday, August 3rd. Treasure Island may be reached from Oakland and San Francisco by ferry, and by automobile via the San Francisco-Oakland Bay Bridge. Elephant Trains to Coliseum from Ferry Landing.

GIVE THIS INFORMATION TO ALL YOUR FRIENDS IN OTHER STATES!

P. M. PAULSON, SAN FRANCISCO

Program

Welcome, Introduction and Crowning of the Midsummer Queen

Mr. Charles Staberg

Introduction of "Svea" and presentation of Ring

Mr. Herman Ahlgren

Introduction of "Columbia" and presentation of Ring

Mr. Martin Nelson

Introduction of Maids of Honor
Mr. Ivar Menton

"Sångarmarsch" Lindsjö
"Norrland" Stenhammar
"Bröllopsmarsch" (Ulfåsa) Söderman

Swedish Singing Society and Svea Glee Club Prof. Philip K. Hillström, Director

"Some Lessons from Sweden"

Dr. Eric Bellquist Speaker of the Day

"Hälsa dem där hemma"..... Worsing "Å jänta, å ja"..... Folk Song

The Jenny Lind Choral Mrs. Helen Blom Newkirk, Director

"Sweden Day" Aug. 5th

Mr. Herman Ahlgren

Swedish songs, by Vasa Children

Mrs. Doris Larson, Director

Swedish Folk Dances

Vasa Folk Dance Club Mr. Fred Lind, Director

"America".

Singers, Orchestra and Audience Parade to Lower Pavilion and Private Picnic Grounds, Reception for the Queen.

> CHARLES A. ANDERSON CLIFFORD E. ANDERSON RENO F. ANDERSON



1387 VALENCIA STREET

Svensk Matjes Fet Sill

Gaffelbitar, Mysost, Salt Ål, Danskt Bacon, Vita Ärter, Bruna Bönor, Lingon, Ostron-Anjovis, Svenskt och Finskt Knäckebröd. Hallonsaft, Dill-Sill, Aptit-Bitar, Arrak Punsch, Ål i Gelé, Kumminost, Kuriko, m.m. Öppet till kl. 7 e.m.

C. H. JOHNSONS

36—7th St., mitt emot Postkontoret

FRANK O. RENSTROM offers the service of a sound Real Estate and Insurance organization. Its personnel meets the highest standard in rendering intelligent and cheerful service. We insure everything: Life—Health—Property.

REALESTATE LOS

MARKET Loans Street

PHONE HEMLOCK 0300

Phone: GArfield 5122 Res. Phone: Millbrae 687.

GUST A. NORDSTROM

INSURANCE

Office, 625 MARKET STREET
San Francisco

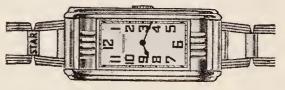
ANTON CARLSON

Painting and Decorating

1631 Florida Street, San Francisco

Phone VAlencia 8088

Arvid Soderman Gus Nelson Watchmakers & Jewelers



When in need of gifts, diamonds, rings, silverware, compare prices.

Makers of the Queen's, Svea's and Columbia's Rings for 1938.

Room 700, 140 GEARY STREET Phone EXbrook 7359

ALBIN WARDEN

ATwater 3881

WARDEN BROS. General Mill Work

ARMY and KANSAS STREETS

Inspect new Homes at 29th Ave and Quintara St.

\$4950.00 and up. F. H. A. Terms

NILS E. JOHNSSON

BUILDER

168 Lunado Court — RAndolph 4165

DR. J. JOHANSON

Registered
OPTOMETRIST

Established in San Francisco since 1889. Expert Watchmaker on Premises.

3376 - 19th Street VAlencia 3113.

H. C. Morten.

CONTRACTOR AND BUILDER
ALTERATIONS AND REPAIRS

Telephone Pledmont 3128-J Res. 3029 - Linden Street, Oakland, Calif. 2980 16th Street Below Mission San Francisco

COMPLIMENTS

Benedetti Floral Co.

FLOWERS FOR ALL OCCASIONS.

HEmlock 3322 HEmlock 3323

WESTERN HARDWOOD FLOOR COMPANY

Manufacturers of WEARITE PRODUCTS

Paste, Liquid and Self-Polishing Waxes Complete Hardwood Floor Service RAndolph 6803

H. Ahlgren.

425 Bosworth Street

John's Quality Grocery

99 Sanchez Street. Phone MArket 9477

We carry best quality foods. Complete line of Groceries, Delicatessen, Fruits, Vegetables. Wines, Whisky, Beer. Cigars, Cigarettes, Tobacco. Ice Cream. Cash and Carry prices. Satisfaction guaranteed.

Phone HEmlock 0403 Res. Phone MIssion 8083

If Anything Wrong With Your Auto, Go To

Brink's Auto Repair Shop

Overhauling and Reconstruction EXPERT REPAIRING

405 Duboce Avenue - ARVID F. BRINK

Neptune Beach

ALAMEDA

CALIFORNIA'S FAMILY PICNIC GROVE

SWIM for HEALTH and FUN

RIDES — CONCESSIONS OPEN DAILY

Free Auto Park

Special Round Trip Rates via Southern Pacific Electric Trains Adults 30c, Children 15c, Saturday, Sunday and Holidays

COMMITTEES

Finance Committee

Walter J. Matson Chairman Emil Högberg Karl Yngve

John M. Jacobson A. B. Celander Chas Staberg P. T. Erickson

Midsummer Program Committee

Martin Nelson Chairman Herman Ahlgren, Hugo Olsson Mrs. Fred Johnson Mrs. H. Lundgren Mrs. Doris Larson Mrs Thelena Johnson Chas Staberg Mrs Olga Soonson Mrs. Anna Ritchey

Walter Matson Mrs. Agda Galli Emil Högberg Arvid Soderman Eric Hallbeck Ivar Menton Carl O. Nordstrom P. T. Erickson Edwin V. Peterson

Ticket and Door Committee

Eric Strom Chairman, S. F. Ivar Menton Vice chairman Oakland Chas Blom August Peterson O. R. Seeborg J. Mattson A. P. Gustafson Frank Almquist Jr. P. M. Paulson John Hanson John L. Carlson

Mrs Eva Nordstrom Axel Nelson Nels P. Johnson Oscar Person Nels Soderberg Helmer Ostrom John Seeguist Victor Erlandson Ray A. Bokelund Eric Larson Fred Jacobson Alder Sakrison Gus. Erickson Matt Johnson

Printing and Advertising Committee

Alex. Olsson Chas Staberg Chairman Mrs. W. J. Matson

D. Birgers Emil Hogberg Hugo Olsson Mrs. Emil Person

Games Committee

Martin Nelson Chairman Mrs Agnes Nelson Mrs Jennie Jacobson Elsa Gustafson Mrs Florence Ross Einar Johnson Henry Jarl

Harry Johnson John O. Hanson Mrs Astrid Peterson Arvid Soderman A. B. Celander

Reception Committee

P. T. Erickson Chairman Emil Ekberg

Emil Högberg Ingemar Hoberg A. C. Lund (assisted by all the past presidents)

Decoration Committee

Mrs Fred Johnson Chairlady Mrs Nanny Nelson Mrs Alma Larson Mrs H. Lundgren Mrs Jennie Jacobson Mrs Amelia Sandell Mrs W. J. Matson Mrs H. Johnson Mrs Ludvig Olsson Mrs Martha Kuhnle Mrs C. Abrahamson Mrs Elsie Bergquist Mrs Hannah Olson Arvid Soderman A. O. Field Hugo Olsson Karl Yngve Herman Ahlgren Martin Nelson Swan Chytraus Nels P. Johnson Harry Lundgren Carl Strom Albin Warden

Mrs Olga Soonson Mrs Anna Ritchey Mrs Pauline Erikson Mrs B. Dahlguist Mrs. Alma Olson MrsAlbert Anderson Mrs Signe Nilson Mrs Ruby Nicheline Mrs Tillie Johnson Mrs Zelda Eklund Mrs Ester Nilson A. W. Gustafson P. T. Erickson Chas. Staberg Chas. Blom J. V. Arnell Philip Backman Oscar Kallquist W. Holm Anders Kilstrom Eric Nelson Henry Backman Robert Nelson C. E. Anderson Otto Johnson

Refreshment Committee

Emil Gustafson Chairman H. C. Morton Matt Johnson Ed. Bergstrom Victor Carlson Herman Ahlgren Axel Isackson Carl Stendell Emil Melin Axel Erickson Gust Nordstrom

Carl Gustafson Hj. Anderson Arthur Olofson Dr. Carl Widing Karl Hanson Thure Anderson Frank V. Carlson A. O. Field Halvor Nelson Hugo Johnson Gust. Peterson

Floor Committee

Ivar Menton Chairman

Ray O. Stenson

EUREKA DAIRY

H. FURRER, PROP.

"You can whip our cream but you can not beat our milk."

1971 FIFTEENTH STREET Tel. MArket 5343. San Francisco.

MARTIN NELSON

Brick, Tile and Stone Work of all Kinds Agent for Carmel and Santa Rosa Flag-Wall and Stepping Stone

Office and Show Room 2847 Army Street

Phone VA. 8412 Res.: MI. 7924

DON LEE

CADILLAC — LA SALLE — OLDSMOBILE HIGH GRADE USED CARS COMPLETE SERVICE ALL MAKES OF CARS

24th & Harrison, Oakland, GLencourt 2400 Oxford & Addison, Berkeley, AShberry 8400

AT ALL TIMES ENJOY THE OLD TIME FAVORITE

GRACE BROS.

Premium EXTRA PALE Beer and Brown October Ale



Grace Bros. Brewing Co.

Santa Rosa, California Established 1897

San Francisco Office

Phone: HEmlock 4222

Oakland Office

Phone: GLencourt 4223

